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# Mastering Business Development, Part 2: Proven Techniques for Handling Objections, Gaining Referrals & Promoting Your Bank

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**Thursday, AUGUST 28, 2014**

2:00 pm – 3:30 pm Central

With a solid business-development foundation in place, you soon realize the many opportunities in a variety of customer encounters. The question now becomes what is the best approach to successfully turn these unique encounters into business? How can the method of handling customer objections become one of your greatest business-development tools? Is there a proven approach to turning a “maybe” into a “yes”? Is there a method to gain favorable introductions to other business opportunities? This session will take an in-depth look at some of the more advanced techniques of business development such as turning objections to your favor, and consistently asking for and gaining referrals for your bank. Your greatest opportunity is usually right around the corner.

## **HIGHLIGHTS**

- Review of basic strategies and their influence on these more advanced techniques
- Why customer objections/concerns can be a “good thing” and how to turn them into business opportunities
- The art and the science of gaining referrals – the why and how, the right and wrong!
- The secret to your greatest promotion: unlock the potential of the most overlooked business building opportunity in one three-letter word
  
- **TAKE-AWAY TOOLKIT**
  - Concepts and customized scripts for turning objections and concerns into new business
  - A roadmap with scripts that lead to great referrals
  - Employee training log
  - Quiz you can administer to measure staff learning and a separate answer key
  - Attendance verification for CE credits provided upon request

## **[DON'T MISS PART 1!](#)**

This program is the second of two in a series. There's still time to register for:

### **“Mastering Business Development, Part 1: Results-Driven Foundational Skills”**

on Wednesday, July 30, 2014.

Or if you missed it, you can order an archive of the live webinar, complete with handout materials.

## **WHO SHOULD ATTEND?**

This informative session is designed for business-development personnel, supervisors, trainers, frontline staff, new accounts staff, and customer service representatives.

## **ABOUT THE PRESENTER – Tim Tivis, Pinnacle Training Group**

Tim Tivis is the CEO of Pinnacle Training Group, which specializes in sales, leadership, staff development, and performance training. With 30 years of business development experience, he has created businesses in financial services, organizational software, and training and consulting.

Tim has received numerous sales and business awards and was the youngest president of The General Agents and Managers Association of West Texas. In addition, Tim has authored two books, *Keep Your Eye on the Ball, Building Successful Business Relationships* and *The Extraordinary Team Dynamic*. Tim has worked with banks, credit unions, financial services providers, hospitals, school districts, and numerous entrepreneurs around the country.

### THREE REGISTRATION OPTIONS

1. LIVE WEBINAR	2. ON-DEMAND WEB LINK & FREE CD ROM*	3. BOTH LIVE WEBINAR & ON-DEMAND WEB LINK (INCLUDES FREE CD-ROM*)
<b>Member Price</b> \$230 <b>NonMember Price</b> \$275	<b>Member Price</b> \$245 <b>NonMember Price</b> \$290	<b>Member Price</b> \$320 <b>NonMember Price</b> \$370
<p>The <b>live webinar</b> option allows you to have <b>one telephone connection for the audio portion and one Internet connection (from a single computer terminal)</b> to view online visuals as the presentation is delivered. You may have as many people as you like listen from your office speaker phone. Registrants receive a toll-free number and pass code that will allow entrance to the seminar. The session will be approximately 90 minutes, including question and answer sessions. Seminar materials, including instructions, PIN number, and handouts will be emailed to you prior to the broadcast. You will need the most-current version of Adobe Reader available free at <a href="http://www.adobe.com">www.adobe.com</a>.</p> <p><input type="checkbox"/> Check - This Option</p>	<p><b>Can't attend the live webinar?</b>            The archived webinar is a recording of the live event, including audio, visuals, and handouts. We even provide the presenter's email address so you may ask follow-up questions. Approximately one week prior to the webinar, you will receive an email with the archived webinar link. This webinar link can be viewed anytime 24/7, beginning 6 business days <b>after</b> the webinar and will expire 6 months after the live program date.</p> <p><b>As an added bonus, you will also receive a FREE audio/visual CD ROM.*</b> The CD ROM includes the original audio/visual presentation, the question and answer sessions, and the handouts. Use the archived webinar or this "off-the-shelf" training program for those that could not attend the live seminar and for future training.</p> <p><input type="checkbox"/> Check - This Option</p>	<p>Options 1 and 2</p> <p>The archived webinar (including the free CD ROM) may ONLY be ordered for 6 months following the webinar. Neither the link nor CD will be available after this time.</p> <p><b>*CD ROM for Mac and PC use only</b></p> <p><b>Convenient! Listen on your iPad, iPhone, Android - Instructions will be emailed to you with the on-demand link .</b></p> <p><i>Note: All materials are subject to copyright. Transmission, retransmission, or republishing this webinar to other institutions or those not employed by your financial institution is prohibited. Print materials may be copied for eligible participants only.</i></p> <p><input type="checkbox"/> Check - This Option</p>

### TO REGISTER

- **By Mail:** Community Bankers Financial Education, 455 S. Junction Road, Suite 101, Madison, WI 53719
- By Fax: 608 / 833-8114 QUESTIONS - call 608/ 833-2384
- **On Line:** [Click Here](#) Your Log-In ID Number is the same as your bank's FDIC Cert. Number.

### Mastering Business Development, Part 2 - Thursday, AUGUST 28, 2014

Please make check payable to "Community Bankers Financial Education". Amount \$ \_\_\_\_\_

Name: \_\_\_\_\_ Bank: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_